AVIS COOKIE POLICY

EFFECTIVE 01 NOVEMBER 2023

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CONTACT DETAILS

Reservations
Reservations.SG@abg.com
1800 737 1668

Roadside Assistance
Fleet.SG@abg.com
+65 9487 1051

Customer Service
Customerservice.SG@abg.com

Claims
Fleet.SG@abg.com

1. GENERAL INFORMATION

This cookie policy describes how we use cookies, tag management and similar technologies on our website and mobile apps.

National Car Rentals Pte Ltd. (Avis Singapore and its group company, Avis Budget Group, Inc.) uses cookies, tag technology and similar technologies as described in this cookie policy.

Please review this cookie policy carefully. It describes our use of cookies, web beacons or bugs, tag technology, IP addresses and our use of other methods to collect and share data regarding the usage of our website, mobile sites and mobile apps. For details on our use of data collection methods, please see our Privacy Notice. Details of our use of cookies and similar technologies and how to control some of these are outlined below.

You can manage your cookie preferences here: change cookie preferences.

2. WHAT ARE COOKIES?

A cookie is a small text file that is stored by your browser and allows it to remember information between web pages and browser sessions. Avis uses a number of "first party" cookies - generated and used by the Avis website – and some "third party" cookies – generated on our site by third parties. They enable us to remember each part of your reservation as you go through the site, remember your customer details and display appropriate content based on your selected options and journey. They also help us to understand user behaviour within our website, which means we can make the experience better for you.

Cookies can only store text, which is generally anonymous and usually encrypted.

Cookies are secure – they can only store information that is put there by the browser, which is information the user has entered into the browser or that is included in the page request. They cannot run code and they cannot be used to access your computer. If a website encrypts the information in the cookie, only that website can read the information.

There are two different types of cookies: Session and Persistent. They are used for different things and contain different information.

Session cookies contain information that is used within your current browser session. These cookies are automatically deleted when you close your browser. Nothing is persisted on your machine beyond the time you spend on the website.

Persistent cookies are used to hold information that is used between visits. This data allows websites to recognise that you are a returning customer and react accordingly. Persistent cookies have a lifetime value that is set by the website, which can vary between a few minutes or several years.

For additional information about cookies, please visit:

a) www.allaboutcookies.org;
b) www.youronlinechoices.eu; and
c) https://www.cookielaw.org/media/1096/icc_uk_cookiesguide_revnov.pdf.

3. TAG MANAGEMENT

The Avis website also involves the use of tags. Tags are short pieces of code included in our website that direct the user's browser to obtain/capture information about that user, the website page or URL. This information may be used in relation to website functionality, optimisation, analytics, advertising or retargeting purposes. The use of tags on the Avis website involves the sharing of certain information about your device and your interactions with the Avis website with our third-party partner(s).

4. WHY USE COOKIES AND TAGS?

Cookies are used by the website to keep your session as you progress through the website, keeping track of your reservation details and whether you've logged in. They are used to display relevant products within your journey.

Web analytics cookies, including from our partners Google and Adobe, allow us to track customer interaction within the website. This gives us valuable insights which enable us to improve the website and the products and services we offer.

We also work with partners who will write third party cookies, tags and SDKs which are then used by advertisers on other websites to give you appropriate and relevant advertisements based on your browsing history as well as device identifiers, location information, application data and usage information and installation identifiers. These cookies, tags and SDKs generally do not store personal information enabling other sites to directly identify you, they are based purely on the browsing history and other log data. Certain of these technologies may collect your email address. But this information is only used to ensure that appropriate advertisements are presented on the basis that a device might belong to a person interested in specific content, but advertisers do not know who the individual is that owns or is using that device.

5. TURNING OFF AND DELETING COOKIES

You can change your cookie settings for the majority of cookies used on our website through our cookie preference centre. Details of the cookies that can be managed through our cookie preference centre are set out in the What do these cookies do? section below. You can amend these settings at any time and if you change the status of any of the categories of cookie to "off" then this category of cookies (or similar technologies) will no longer be deployed on your device.

Whilst our cookie preference centre manages the majority of cookies on our website, there are a small number of cookies that can only be managed using your browser settings. Details are included in the What do these cookies do? section below.

All web browsers allow you to limit cookie behaviour or turn off cookies within the settings or options of the browser. The steps to do this are different for each browser, you can find instructions under the Help menu of your browser.

Through your browser you can also view the cookies that are on your computer, and delete individual ones, or purge them all.

Cookies are just text files so you can open them and read the contents. The data within them is often encrypted, or a numerical key corresponding to a web session so they often don't make sense to anything other than the website that wrote it.

If you turn off default cookies (those that are essential to the Avis website), the Avis website will not be able to create a reservation or remember your session and there will be issues with the functionality of the website.

Disabling other types of cookies will also affect the monitoring of your progress through the website, but will not stop the analytics code from recognising your visit.

6. MOBILE OPT-OUT

If you access our mobile apps, you can enable a "do not track" feature so as to control interest-based advertising on an iOS or Android mobile device by selecting the Limit Add Tracking option in the privacy section of your Settings on iOS or via advertising preferences on Android devices (e.g. in Google Settings). This will not prevent the display of advertisements but will mean that they will no longer be personalised to your interests.

7. WHAT COOKIES AND TAGS DOES THE AVIS SITE USE?

The session cookies that Avis writes include data used by the web server hardware about which server is processing your session, your authentication status (against the Avis customer database) and the details of your reservation.

The persistent cookies and tags that are created by the Avis website are used by our technology partners. They are used to recognise traffic to the site that is returning users rather than new customers. The information that is stored is used to serve you appropriate advertisements on other sites on our behalf. Deleting these cookies and tags or disabling these cookies and tags by changing the status of "Advertising and Retargeting" cookies and tags to "off" in our cookie preference centre won't affect your experience or the functionality of the Avis website.

8.   WHAT DO THOSE COOKIES AND TAGS DO?

We have categorised the cookies and tags on the Avis website as follows:

Category	Purpose
Essential Cookies	Default cookies enable our website to function properly and help us to deliver services associated with running the website. For example, without these cookies, it would be difficult for you to access secure areas of our website.
Analytics	These cookies and tags will collection information about how users engage and interact with the website and whether you experience any errors. We collect this information for analytics purposes so that we can better understand how users engage with our website and measure the effectiveness of the features and functionality of the website.
Advertising and retargeting	Cookies and tags in this category help facilitate a more targeted advertising experience for the user on our website and let us customise adverts that appear for you on other sites as well as retargeting users on other sites. For example, we can help streamline any advertisements so that they are customised to options you have previously selected.
Optimisation	These cookies and tags store information and preferences so that any customisation or personalisation that you have selected is stored for future use. For example, if you select a region or language, these cookies and tags will remember your preferences as you navigate through our website.
Preferences cookie	These cookies are used to remember your cookie settings between visits to our site, so that our cookie banner and cookie preference centre do not appear every time you visit our site.

So that you have more details, we have set out below information regarding the majority of cookies and third-party tag partners we engage that place cookies and tags on the Avis website. We have tried to be as comprehensive as possible in providing this list. However, the cookies and tags used on the Avis website will change from time to time.

In particular, we will add further cookies and tags and replace the deployed cookies and tags listed below. We will periodically update the list below to reflect these changes. In addition, some cookies may be deployed on the Avis website only for a short period of time where, for example, we are testing certain functionality on the website or are adapting our online advertising presence. These cookies will generally be for optimisation or advertising and retargeting as described above but may not be included on this list.

So, this is not an exhaustive list. But you will still be able to manage the use of cookies and tags that are not included in the list below through our cookie preference centre. Alternatively, you will be able to amend or delete cookies through your browser settings.

Category	Cookie/tag	Third Party Partner(s) deploying cookie/tag that information is shared with	Cookie Duration	Purpose
Essential Cookies	Avis Website Cookies	Not applicable	Session cookie Persistent cookies lasting up to 1 day	These cookies enable some of the basic functionality that is required for you to browse and book on our website, such as remembering which products you have chosen. The information collected through these cookies is only used for this purpose and is never shared or sold on to third parties.

	Tealium Cookies	Tealium	Session cookies Persistent cookies lasting up to 365 days	The Tealium tag in place on this website creates and maintains several first-party cookies. These are required in order for Tealium to keep track of your session, cookie preferences and to enable basic functionality of the tool.
Analytics	Adobe Analytics AppMeasurement for JS	Adobe	Session cookies Persistent cookies lasting 2 years	These cookies and tags are used for website analytics and customer journey analysis. The data that is collected allows us to improve the website, infrastructure, products and services based on where, when and what customers look at. These cookies do not store data directly identifying the relevant user.
	Adobe Experience Cloud ID Service	Adobe	Session cookies Persistent cookies lasting 2 years	
Advertising and Retargeting	Adara Media	Adara	Not applicable	These cookies and tags are used by us and our various partners to display adverts that we believe may be of interest and to display our advertising on other selected third party websites and social media based on pages already viewed on this website. The cookies and tags use enhanced targeting capabilities and ensure that relevant and personalised content is shown in the advertisements. This may include showing browsing data in the advertisements that is captured during the use of this website. The data collected through these cookies and tags does not include data directly identifying the relevant user.
	Amazon Advertising	Amazon	Not applicable	
	Bing Ads Universal Event Tracking	Microsoft	Session cookies Persistent cookies lasting up to 389 days	
	Crimtan ConsenTag	Crimtan	Persistent cookie lasting up to 365 days	
	Facebook Pixel	Facebook	Persistent cookies lasting up to 90 days	
	Floodlight	Google	Persistent cookies lasting up to 728 days	We, and our advertising partners, also use cookies and tags on a small number of pages to see when people have come from specific websites, search engines or online advertisements. This helps us to see how people find us and how well our marketing is working.
	Google Ads Conversion Tracking & Remarketing	Google	Persistent cookie lasting 90 days	
	Kayak Pixel	Kayak	Session cookie	

	Kenshoo Conversion	Kenshoo	Not applicable	Advertising/retargeting cookies/tags may also be used to track your responses to particular adverts, which helps ensure that you see the most relevant advertisements in future on third party websites. Types of advertising and targeting enacted based on cookies/tags include: • Demographics: Target ads using specific criteria based on analysis of existing Avis customer base. • Affiliate marketing: Affiliate publishers show Avis advertisements on third party websites. • Similar audiences: Target users with interests related to or the same as those on existing Avis customer marketing lists. • Retargeting: Target users that have already interacted with our adverts or websites.
	Pardot	Salesforce	Session cookie Persistent cookies lasting up to 395 days	
	Sojern	Sojern	Persistent cookies lasting up to 365 days	
	Tradedoubler Container	Tradedoubler	Persistent cookies lasting 365 days	
	TravelSupermarket Pixel	TravelSupermarket	Persistent cookie lasting 28 days	
	Twitter Universal Website Tag	Twitter	Persistent cookie lasting 728 days	
Optimisation	Adobe Target	Adobe	Persistent cookies lasting up to 732 days	These cookies are used to optimise and improve your experience on our website. Avis use Adobe Target to test and find the optimal content and experience for our users. The cookies and tags used by Adobe Target enable us to identify which experiences visitors to our website have seen so that we can ensure we serve them with the same experience again should they return to our website. The data collected through these cookies and tags does not include data that directly identifies a user and is never shared with other third parties.
	Bold360	Genesys	Session cookies Persistent cookies lasting up to 365 days	
	LivePerson LiveEngage 2.0	LivePerson	Session cookies Persistent cookies lasting 395 days	
	Mention Me	Mention Me	Persistent cookies lasting up to 5 years	
	Salesforce Marketing Cloud	Salesforce	Session cookies	

Uniqodo	Uniqodo	Session cookie Persistent cookies lasting 30 days	Avis uses LiveEngage to provide a "Click to Chat" functionality – allowing the customer to talk to an agent in our contact centre if the website recognises that they are having difficulty with the page. These cookies do not store data directly identifying the user. Deleting or disabling these cookies will not limit the functionality of the website.
Preferences Cookie	Tealium iQ	Tealium	Persistent cookie lasting 365 days	This cookie is used to remember your cookie preferences between visits to our website, so that our cookie notice, and cookie preference centre, do not appear every time you visit our website.

You acknowledge that where we allow third parties, as identified above, to drop cookies, we do not necessarily have absolute control over those cookies, or the data collected. Please refer to the third party's privacy policy for information on what information they collect and how they use it.

9. GOOGLE DOUBLECLICK

Avis uses Google DoubleClick: (a) to display Avis advertisements on other selected third-party websites (within the Google DoubleClick partner network) based on criteria selected by Avis; and (b) to retarget Avis advertisements to users that have visited the Avis website.

Google DoubleClick uses information collected about users on the Avis website as well as collected from third party websites to provide these services to Avis, in particular to identify individuals to present Avis adverts to base on the criteria that Avis select. This includes using information collected by the Google DoubleClick cookie on the Avis website as described in the table above. Avis discloses information to Google through the Google DoubleClick cookie in order to undertake its marketing and promotional activities in an effective manner and undertaking analysis of advertisement success.

To opt out of the collection of personal information as part of the Google DoubleClick services (and personalisation across Google partner websites and google search) please visit: www.google.com/ads/preferences/html/opt-out.html. Further information on how Google use information can be found here https://policies.google.com/technologies/partner-sites.

10. SOCIAL MEDIA ADVERTISEMENT PERSONALISATION

Avis uses marketing tools made available by social media platforms (such as Facebook and Instagram) in order to: (a) select specific criteria that the social media platform will use to target a specific audience on that platform with Avis advertisements; and (b) retarget users that have visited the Avis website (e.g. if a booking has started but not been completed).

Social media platforms utilise information about their users in order to determine whether those users should be presented a specific advertising campaign based on criteria selected by the advertiser. This may include information collected through a pixel or similar technology placed on the Avis website (as described in the table above), provided by users to the social media platform (e.g. account information and usage of the social network), and information collected from third party websites that is shared with the social media platform. This might include the social media network assessing whether its users are similar to existing Avis customers based on certain criteria or information that Avis provides to the social network.

Where Avis discloses personal data of users to the social media platform through a social media pixel on the Avis website, this is for the purposes of undertaking its marketing and promotional activities in an effective manner and undertaking analysis/reporting of advertisement success.

To opt-out of personalised advertisements on your social media account or newsfeed and for more information on how these social media platforms use your information, please visit:

10.   a)   Facebook: https://en-gb.facebook.com/privacy/explanation

b) Instagram: https://help.instagram.com/519522125107875
c) Twitter: https://twitter.com/en/privacy
d) YouTube: https://policies.google.com/privacy

If you would like to control the use of information about you collected by Facebook from third party websites you can visit Facebook's 'Off-Facebook' privacy settings here: https://en-gb.facebook.com/off-facebook-activity.

11. AVIS CUSTOMER PERSONAL DATA

Avis reviews and assesses information about our existing customers in order to determine the type of person we would like to see our adverts when they are using the internet and to determine criteria for targeting future marketing and advertising campaigns (including those described in the "Google DoubleClick" and "Social Media Advertisement Personalisation" sections above.

You can opt-out of this processing at any time. Please see the Your Rights and Choices section of the Privacy Notice for more information.

12. OTHER TECNOLOGIES

12.1 In addition to cookies, we use some other similar technologies as follows:

a) Web Beacons: small graphic images included on our website or emails or those of third parties to provide analytics information;
b) Social widgets: buttons or icons provided by third party social media networks which may collect browsing data and will be received by the third party and are controlled by the third party; and
c) SDKs: these are mobile application third party software development kits used in our apps. They enable us to collect information about app activity and the device it runs on.

13. CHANGES TO OUR COOKIE POLICY

This cookie policy may be updated from time to time.

If we change anything important about this cookie policy, we will notify you through a pop-up on the website for a reasonable length of time prior to and following the change. You may review the cookie policy by visiting our website and clicking on the Cookie Policy link.